

## ABSTRACT OF THE DISCLOSURE

A liquid crystal display in which a structure of a signal line drive circuit can be simplified is provided.

5       The liquid crystal display according to the present invention includes sampling latch circuits, load latch circuits and D/A converters which are 1/6 of an aggregate number of signal lines, and drives every six signal lines for six times. As a result, a mounting area of a signal line drive circuit can be reduced.

10      Further, after driving odd-numbered signal lines in a first half of a one-horizontal-line period, even-numbered signal lines are driven in a last half of the same. Therefore, V-inversion driving can be easily realized by only switching the polarity of an analog gradation voltage in the first half and the last half of the

15      one-horizontal-line period. That is, since the number of times of switching the voltage polarity can be reduced, voltage control is facilitated, thereby hardly being influenced by noises. Furthermore, gradation power supply wirings for the positive polarity and gradation power supply wirings for the negative

20      polarity are required in the prior art, but the number of these wirings can be reduced by half, thereby decreasing a wiring area.

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